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Famous Players Pays Tribute To Charlie Doctor



Charlie Doctor, Bob Eves, Mrs. Doctor and R. W. Bolstad, at luncheon honoring Charlie Doctor, Friday, May 21st, King Edward Hotel, Toronto.

Famous Players executives, heads of many of Canada's distribution companies and members of the press, gathered at a Luncheon, last Friday, in the King Edward Hotel to pay their respects and do honor to *Charlie Doctor*, 2nd time winner of the *Quigley Grand Award*.

Doctor, manager of *Famous Players'* Capitol theatre, Vancouver, flew into Toronto, accompanied by his wife, before going to New York, where he will receive personally, the coveted award that all showmen vie for, the world over.

Master of ceremonies *Bob Eves*, *Famous Players'* Western Division Manager, led off by presenting *Mrs. Doctor* with a gift and then called on *Rube Bolstad*, Treasurer and Vice-President of *Famous Players* to express to *Doctor* the feelings of the assembled guests.

"We are gathered together, here, to pay tribute to a world champion", *Mr. Bolstad* said, "who has brought honor on to himself, *Famous Players* and the entire Canadian Motion Picture Industry. He has shown," *Mr. Bolstad* continued, "a way of leadership to the industry of the whole world."

"The late *Larry Bearg*," *Mr. Bolstad*

stated, "gave to our boys and *Charlie Doctor*, a sense of showmanship, an inspiration for leadership, which will make him live in our hearts for all time." *Mr. Bolstad* presented *Charlie Doctor* with a cheque from *Famous Players* and expressed the regrets of *J. I. Fitzgibbons*, President of *Famous Players* who was unable to be present. Concluding his remarks, he said, "each year there is a Pulitzer Prize for writing, an Oscar for acting and a *Quigley Award* for Showmanship . . . no one can attain a higher achievement than this, in our industry."

Peter Myers, Canadian General Manager for *20th-Fox* and President of the *CMPDA*, speaking for the distributors, "applauded *Doctor* for the wonderful campaigns he has had all year," and stated, "when Showmanship is tops, the result, upped business at the box-office, and I humbly thank *Doctor* and all other showmen for the leadership they have given."

Charlie Doctor, a 30-year veteran of the film industry this summer, thanked all those present and voiced his appreciation to the entire industry, *J. I. Fitzgibbons*, *Rube Bolstad*, *Jimmy Nairn* and to the memory of *Larry Bearg*, who he said, "will always be alive to me."

At the head table were, *Peter Myers*, *Morris Stein*, *Jimmy Nairn*, *Charlie Doctor*, *Bob Eves*, *Mrs. Doctor*, *Rube Bolstad*, *Ben Geldsaler* and *Ken Leach* from Calgary.

15th ANNUAL DIGEST SHOWMANSHIP CONTEST!

Chatter . . . that could matter!

By MAX CHIC

MGM's "Student Prince" . . . evoked "a big hunk of a picture" from an exhibitor when screened . . . a Prince of a picture . . . "River of No Return," Fox, starring Marilyn Monroe screened last week . . . who would want to return?

Alec Barris, movie critic, *Globe and Mail*, touring all luncheons, after his return from Hollywood . . . A popping time was had by all at International Pop-Corn-ference last Friday, at the King Edward Hotel . . . Percy Smith popular former booker, *B and F Theatres*, moving to the sunny south . . . Florida?

George Altman, still in harness, is scrapping up dough this time for film group, *United Jewish Appeal*, with Lionel Lester, co-chairman . . . Thieves Locked Out, is Jackie Fine's slogan for all future theatre robberies . . . slogan is as a result of robbery of Donland's theatre, when caretaker leaving door open, early one afternoon, was tied up while safe was burgled.

Frank Fisher, going formal . . . he is active on Rotary Cttee. sponsoring the Met Opera performances at Maple Leaf Gardens this week . . . Wanted . . . one 16 mm projector, stolen from Harvey Harnick's brother's house . . . Doug. Yates, *Republic* in Toronto, last Friday . . . Bill Summerville Jr.'s son Paul, touring Germany with a musical trio . . . J. J. Fitzgibbons, last year's *Beth Shalom Brotherhood Award* winner, presented this year's winner, Joseph S. Atkinson, with a plaque.

Chris Salmon, *Odeon* and Doug Rosen, *IFD*, both visiting our western brethren . . . Haskell Masters beating his chest, over coming 2-D version only, release of "Dial M For Murder" . . . Leonard Brockington officiated at concluding luncheon for the Dominion Drama Festival . . . Len Bishop and Tiff Cooke searching for a Fat Lady to adorn circus front at Shea's theatre when *RKO's* "Carnival Story" opens.

Gordon and Audrey Lightstone were proud guests at a testimonial dinner given for Gordon's eldest sister, Madame Pauline Donalda in Montreal, its first lady of music . . . patrons for her 50th year in music, were Lieut.-Gov. Fauteaux and Mayor Houde . . . Bert McLean, formerly of *Famous Players'* accounting staff, appointed Office Manager of *B and F Theatres*.

Overheard . . . at luncheon for *Charlie Doctor* . . . Ben Geldsaler to Haskell Masters, "Harnick is not releasing or screening 'Caine Mutiny,' he is keeping it locked in his vault" . . . Harnick replies, "I don't have to see it, I just keep looking at the can it's in" . . . Haskell Masters to all and sundry, "terms for 'Caine Mutiny,' at least 90-10".

Event of the week . . . Adolph Zukor visiting Ray Lewis.

TRADE headlines



New York Exhibitors hold emergency mass meeting to protest against proposed 5% Amusement Tax Bill scheduled for passage by New York City Council this week.

U.S. Department of Commerce reports film dividends for 1st quarter of 1954 total \$5,592,000 as against \$5,114,000 for 1st quarter in 1953.

Clare Appel, Executive Director, CMPDA, in his annual summary of 35 mm. theatres in Canada, lists 2,163 including 207 Drive-Ins operating and under construction.

Metro-Goldwyn-Mayer Pictures of Canada Ltd. announce plans for a new film exchange building in Toronto, west corner of Victoria and Gold streets, architects, Kaplan and Sprachman.

Joe Unger, 34 year film industry veteran, and formerly Metro manager in Toronto, passed away last week in New York of a cerebral hemorrhage.

Fred Waller, Cinerama inventor, passed away after a long illness at his home in Long Island. He was 68.

Steve Broidy, President, Allied Artists announces that three-fourths of all future AA pictures will be made in Technicolor, with about 8 features due to roll in June and July.

Clark Gable signed by Darryl Zanuck for 20th Century-Fox to a multiple-picture contract.

Spyros Skouras, President 20th Century-Fox reports to Annual Meeting a profit for the first quarter of 1954, at \$2,048,030, as compared with a profit of \$1,023,965 for the first quarter of last year.

Loew's International setting plans to build 20 theatres, first-run, in the Union of South Africa and Southern Rhodesia.

United Artists and Universal to follow 20th-Fox in making 2-D prints of CinemaScope pictures available to exhibitors.

Negotiations under way between Technicolor and Joe Tushinsky whereby Technicolor will handle processing of all films shot for the Tushinsky system.

Ray Presents



I WAS anticipating the visit of Mr. Barney Balaban last Thursday, during his visit to Toronto.

There is no doubt but that the whole hospital staff was interested in Mr. Balaban's business, because the news flew through the Hospital that he was coming.

When I received the following telegram, Wednesday night "Circumstances have prevented my going to Toronto tomorrow for the VistaVision

demonstration and to meet with Gordon Lightstone, John Fitzgibbons, and my many other friends and associates in Canada. It has been too long since I have been in Toronto. I particularly planned to visit you upon my arrival. Tillie and I send you our very best wishes and our sincere hope for your speedy and complete recovery. With warmest regards, Barney Balaban." I was disappointed, however, who walked into my room on Thursday, after the VistaVision demonstration, but Mr. Adolph Zukor.

Was I ever excited to see Mr. Show Business, and looking not a year over sixty, although he told me, that he was eighty-two.

You should hear Mr. Zukor talk about VistaVision, and about pictures, about the public response, about everything in our business which is Show Business.

MR. Zukor told me that last year he visited Israel. "That is an experience which I will never forget. To see the development there, to see the people. They have something in their eyes, and the manner in which they carry themselves, that no one can conquer. It is the fire, the spirit which the pioneers who built nations had, it is the invincible cement which keeps together the materials for building, whether you build with stone, with brick, with dedication, or with prayer.

"I, also, visited the children's villages. To see children, who but a few years ago, in our history, like frightened, hopeless little animals in concentration camps, look like these same children now, is an experience I am happy not to have missed.

"I have travelled greatly in my life, but this visit to Israel, is a trip, which to me, crowns all of my travelling experiences."

IT IS marvellous to see Adolph Zukor, so active, so keen, at his age, and I was happy to see him, because I have known him for many, many years.

I had hoped, that I, too, would be full of "vim and vigor", and would be "going strong", when I arrived at his age, however, I could not make it, but I will do the best I can, with what I have to work with.

I received a telegram from Mr. Morgan. He and I have had many happy visits together, and are old friends.

"Dear Ray I am so sorry you are temporarily withdrawn from release but am sure when you do shortly get back on release schedule everyone of your thousands of friends in the industry will be so happy. Personally send you my best love and sorry must leave immediately for New York. We are all pulling for you at Paramount. Oscar A. Morgan."

They tell me, that VistaVision created considerable interest, that the picture-scenes shown, were very sharp and clear. I will let you read what Mr. Zukor had to say about VistaVision, in an address which was to have been delivered by Mr. Balaban, but which Mr. Show Business read.

"EXHIBITORS and Friends:

"On behalf of Paramount Pictures Corporation, it is my very great pleasure to welcome you to this, the first demonstration of VistaVision in Canada.

"This is a happy occasion for me for many reasons. I derive great personal satisfaction in coming to Toronto to meet my great and good friend, John Fitzgibbons, his associates and other exhibitors on their own territory. We are proud of John Fitzgibbons. His statesmanlike leadership has brought many friends to the Canadian industry. He came as an American. I am sure that in mind and spirit he is now considered by all of you as a progressive and vigorous Canadian.

"I also see here in the audience, business and personal friends of many years' standing, and my mind goes back to an earlier day when the shape of activities in Canada was at the crossroads. In many cases decisions were made at that time, which, apart from their financial considerations, relied to a great extent upon the good will, trust and mutual confidence between our associates to the north and ourselves. The passage of the years has proved beyond our fondest hopes that this good will, trust, and confidence was well merited.

"There are many of you present here today who in those years stood up to be counted and were not found wanting when unity was essential in the solving of our problems. I recall telling you then of some of the dreams we had for our company which would result from that unity. As we view our respective enterprises today, I know you will agree that these dreams have been fulfilled.

"AND SO, with this background of our relationship, it gives me added satisfaction to present to the Canadian industry one more dream which is fulfilled today, with this demonstration—one more contribution of Paramount along the road to progress.

"This dream is called VistaVision. It resulted from the arduous thinking, planning and executing of men of vision in our company, and particularly through the efforts of Y. Frank Freeman, the head of our Studio and Loren Ryder, who is in charge of our engineering and research, and his associates, among whom is Dr. Charles Daily, who is with me here today.

"Their goal at the beginning, their goal throughout its development has always been, and the objective today still is the ultimate presentation on the screens of every theatre in the world of whatever size or shape, the sharpest, clearest, most exciting projection, and the most brilliant definition this industry of ours has ever known. We believe we have achieved this result through a process of incorporating all of the new qualities and values in the film negative itself, thus making possible its being shown on standard equipment in all theatres, and what is equally important, with nominal capital expenditure by exhibitors.

"THIS process eliminates grain and fuzziness and provides the picture with complete definition of focus and projection. People and objects can now be photographed as seen by the human eye and a more normal grouping of acting and scenes is now permitted. There need be no abnormal limitations, because in VistaVision, proper height of the screen image is maintained in respect to screen width.

"I like to think of VistaVision as being described by four single words: QUALITY - SIMPLICITY - FLEXIBILITY—and I am sure you are interested in no small way in the fourth word—ECONOMY.

"The quality you will soon see for yourself here this morning. You need no words of mine to describe it.

"Its simplicity lies in the fact that you need only a STANDARD screen of good quality and preferably seamless, and one that is as high and as wide as you can install thereby insuring an aspect ratio of 1.85 to 1, or 2 to 1; you will need a good STANDARD lens of focal length proper to fill that screen; and a STAND-

(Continued on Page 8)

Toronto and District

By BILL PRESS

The annual report of Confederation Amusements Limited, Montreal affiliate of Famous Players Canadian Corp., showed net profit for 1953 of \$103,130, compared with \$110,850 for the preceding 12 months.

The surplus for the past year was \$65,582 after payment of preferred dividends totalling \$37,548. Total assets of Confederation, which has seven theatres, stood at \$1,287,234. Prominent in the company are F. Tabah and John Ganetakos.

A frequent visitor to the Toronto Film Row, Dewey L. McCourt, proprietor of the Brock Theatre at Niagara-on-the-Lake, reported that a Miracle Panoramascope Screen with special projection and sound equipment are being installed at his theatre in readiness for a busy summer season.

Exhibitors are watching the introduction in Canada of the Theatre Auction Night stunt at the Avalon and Queen's Theatres in Hamilton, for which the co-operation of more than 50 merchants has been lined up.

Customers at the stores receive "stage money" to the value of purchases and the auction certificates are accepted as payment for successful bids on prizes at theatres, a professional auctioneer handling the sales.

The auction nights started with an announced offer of \$3,500 worth of prizes.

Preston Salter, who will be remembered as the manager of the Century at Trenton and other theatres, has become well established as the proprietor of a men's wear store in Hamilton where, he says, he is doing very nicely.

A number of Odeon managerial moves have followed the resignation of Al Smith at the Capitol Theatre, Hamilton, where he has been succeeded by Nick Langston from the Odeon at London.

Not the least interesting change has been the promotion of Miss Del Ray to manager of the Christie Theatre, Toronto. Miss Ray had been at the Hyland since it opened more than five years ago, being assistant to Manager Barry Carnon for some time.

Miss Ray replaced John Printz who has become manager of the London Odeon.

Jack Troyer and others at Famous Players headoffice are making arrangements for the annual staff picnic which is to be staged at St. Andrew's Golf Club in June, a planned feature to be the induction of many new members into the 25 Year Club with proper ceremony.

The purchase of International Latex Corp. by Stanley Warner Corp., New York, headed by a prominent theatre figure, Si H. Fabian, has an important Canadian angle.

International Latex is the parent company of Playtex Limited which opened a large new Canadian plant at Arncliffe last year.

Stanley Warner Corp. also has an extensive interest in Cinerama which has not yet entered the Canadian entertainment field.

Ron Cooke has become assistant to Manager Fred Trebilcock at the Tivoli Theatre, Toronto, after having served as assistant manager at the Capitol Theatre where Manager Henry Marshall now has James Brown in the supporting role.

The theatres of Windsor combined to give a boost to the city's 100th anniversary celebration by conducting a "Centennial Movie Week" a feature of which was special advertising and publicity tieing-in with the community observances.

At the theatres, all children under 16 years of age were admitted free when accompanied by adults at performances during the special week.



This month
EYE WITNESS
reports on

**FAMED
ARMADALE
GIRLS**

(Halifax)

&
**MAIDEN VOYAGE OF
ARCTIC SHIP
D'IBERVILLE**

(ask for Eye Witness 62)

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Maritime News

HELEN CROWLEY

Mr. Mitchell S. Bernstein of the B & L Theatres, will be honored by a unique tree-planting ceremony in far-off Israel. Mr. Bernstein is honorary Vice-President of the Zionist Organization of Canada, and will have a grove of 2,000 trees planted in his honour. The grove will be known as "The Mitchell Sydney Bernstein Grove" as a tribute to Mr. Bernstein's work and accomplishments for the Zionist Organization. The grove-planting has been arranged specifically in recognition of Mr. Bernstein's "devotion and service rendered the Jewish Community" throughout the Maritime Provinces and to the Zionist cause.

Mr. Clifford Bowes, Manager of the B & L theatres in Madawaska, Main was a visitor in Saint John this week.

Mr. Philip Diamond has been appointed local representative for Sovereign Films Ltd. 16 mm. films. Mr. Diamond will be working out of the Empire-Universal office—he had been a salesman for several years and this is his initiation into the Motion Picture business.

SUPERSCOPE

Top-flight Hollywood studio executives and ranking West Coast exhibitors got their first look at *Superscope* at a special invitational showing on Tuesday, May 25, at 10 a.m. at the Wilton Theatre. *Superscope* is the new anamorphic wide-screen process developed by Irving and Joseph Tushinsky at RKO Radio Studios.

In addition to *Superscope*, the Tushinsky brothers unveiled a startling innovation—that was kept secret until the day of the showing—on which they have been working for some time.

A similar demonstration of *Superscope*, held in New York City last March, was attended by members of theatre associations, top eastern exhibitors, and the press. The demonstration resulted in an avalanche of orders.

Revolutionary Canadian Policy For Paramount

Most startling announcement to flow from the Annual Canadian Sales Meeting of *Paramount Pictures* held May 20th-22nd at the King Edward Hotel in Toronto was a complete change in the releasing policy of the company.

Gordon Lightstone, Canadian General Manager of *Paramount Pictures*, who chaired the three day meeting, announced the release of five top pictures between September and the end of December. On top of this, *Paramount* will release *Irving Berlin's* "White Christmas" on a road show basis.

Opening session of the *Paramount* meeting was integrated with the first Canadian showing of *VistaVision*, *Paramount's* new process of photography and presentation. The demonstration, held in the Imperial Theatre, Toronto, was attended by over one thousand exhibitors and members of the press, radio and magazines.

On hand for the Canadian unveiling of *VistaVision* were *Adolph Zukor*, Chairman of the Board of *Paramount Pictures*; *A. W. Schwalberg*, President of *Paramount Film Distributing Corp.*; *Lorne Ryder*, head of the Engineering Dept. of *Paramount's* Hollywood Studios; *Dr. Chas. Daily* of the Engineering Dept. of the Company's West Coast Studios; *Oscar Morgan*, General Manager in charge of Short Subjects and Newsreel, New York Home Office; *John J. Fitzgibbons*, President of *Famous Players Canadian Corp.*; *Sam Fine*, President of *B & F Theatres*, Toronto; heads of Canadian distributing companies; independent exhibitors and public opinion makers. *Robert Rubin*, assistant to *Barney Balaban*, was in from New York.

The first afternoon session of the meeting was addressed by *Mr. Al Schwalberg* and *Mr. Adolph Zukor*. *Mr. Zukor* spoke at some length on *Paramount's VistaVision*, pointing out that through this new process greater things could be accomplished than ever before. Because of this new step forward, the industry would no longer talk in terms of the number of pictures a year but rather the quality of the pictures.

Oscar Morgan, who stayed over for Friday's sessions of the meeting, spoke on the Short Subject lineup for the year. *Paramount* will continue with the same number of shorts. *Mr. Morgan* stated, that experiments were being carried out to bring future shorts and the newsreel through to Exhibitors in *VistaVision*.

Other topics of import to the *Paramounteers* discussed by *Gordon Lightstone* included personnel problems; drive-ins; the importance of Third Phase to the proper merchandising of the product; the possible impact of the growing

TV pattern throughout Canada and many other important issues.

Lightstone, in a report of favorable film business in Canada, again expressed his strong optimism for the future. This was underscored when the delegates were given the impressive list of the product to the end of the year.

Included in the new list of product is "Rear Window", color by *Technicolor*,

an *Alfred Hitchcock* Production starring *James Stewart*, and *Grace Kelly*. "Sabrina," produced and directed by *Billy Wilder* and starring three Academy Award Winners — *Humphrey Bogart*, *Audrey Hepburn* and *William Holden*. "Bridges of Toko-Ri," color by *Technicolor*, a *Perlberg-Seaton* Production. "Bridges" stars *William Holden*, *Grace Kelly* and *Frederic March*. Filmed in Italy (based on *Homer's Odyssey*) is "Ulysses," color by *Technicolor*, starring *Kirk Douglas*, *Silvana Mangano* and *Anthony Quinn*. Filmed by *Ponti De Laurentis*, "Mambo" stars *Silvano Mangano*, *Shelley Winters* and *Vittorio Gassman*.



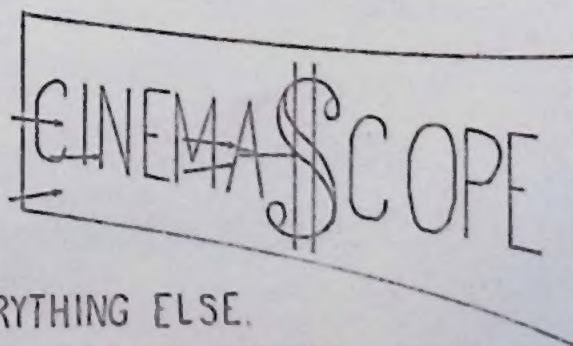
VISTAVISION DEMONSTRATION: Left to right: Oscar Morgan, Al Schwalberg, Gordon Lightstone, J. J. Fitzgibbons and Lorne Ryder, in the lobby of the Imperial Theatre, Toronto, shortly before the demonstration began.



Press and exhibitor's questions regarding *VistaVision* were answered at the King Edward Hotel after the demonstration. Shown above are, seated, Sam Corman, John Ferguson, Adolph Zukor, Lorne Ryder and George Cuthbert. Standing left to right are Robert Rubin, Max Chic, Dr. Charles Daily and J. Dydzak.



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"button-on" soundheads, and three speakers behind screen)

1-TRACK HIGH-FIDELITY

(for this the exhibitor requires proper projection
attachment, and "penthouse")

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(for this the exhibitor requires proper screen)

WE express our most sincere appreciation to those exhibitors who attended our forum and whose advice and guidance have aided our decisions.

We thank exhibitors of the world who have installed CINEMASCOPE complete with stereophonic sound, and who have so whole-heartedly supported its presentation in the manner in which it was conceived for exhibition.

As the company which pioneered and developed CINEMASCOPE, we wish to make it clear that we will continue to advocate that all

URY-FOX PRODUCTIONS

e available in

**GH-FIDELITY MAGNETIC
EOPHONIC SOUND**

anamorphic projection attachments, "penthouse" or
and the screen ("surround" speakers are optional)

TY MAGNETIC SOUND

screen, anamorphic projec-
or "button-on" soundheads

ICAL SOUND

and anamorphic projection attachments

CINEMASCOPE productions be presented as originally designed with genuine 4-track, high-fidelity magnetic directional-stereophonic sound, which we believe vital to the best interests of the exhibitor for the finest presentation and fullest audience enjoyment of CINEMASCOPE.

We now extend a warm welcome to the many more exhibitors who will equip for CINEMASCOPE with proper screen and anamorphic projection attachments, and show it—in accordance with their own desires, resources and public demand—either in 4-track magnetic stereophonic sound, one-track magnetic sound, or one-track optical sound.





Attending the Canadian Annual Sales Meeting of Paramount Pictures at the King Edward Hotel in Toronto, May 20-22 were: Seated (left to right): Mr. Oscar Morgan, Dr. Charles Daily, Mr. Gordon Lightstone, Mr. A. W. Schwalberg, Mr. Lorne Ryder, Mr. N. Simpson, and Mr. W. J. O'Neill. Standing (left to right): Mr. Jim Rea, Mr. Tom Dowbiggen, Mr. Bill Young, Mr. Bill Kelly, Mr. Mickey Stevenson, Mr. Bob Lightstone, Mr. Syl Gunn, Mr. Romeo Goudreau, Mr. Bob Murphy, Mr. Ted Huber, Mr. Al Glass, Mr. Larry Gibson, Mr. Ralph Thorne, Mr. Pat Hogan, and Mr. Win Barron.

J. J. Fitzgibbons Announces New Appointments

At a luncheon given by Paramount's Canadian General Manager, Gordon Lightstone, at the King Edward Hotel, last Thursday, after the VistaVision demonstration, J. J. Fitzgibbons, President of Famous Players Canadian announced the appointment of John Ferguson as Winnipeg District Supervisor and Jim McDonough as Halifax District Supervisor.

Mr. Fitzgibbons before making the announcement thanked Paramount for the luncheon and expressed his appreciation to Adolph Zukor for the kind thoughts and praise heaped on himself and Famous Players at the opening of the VistaVision demonstration.

Mr. Fitzgibbons, gave a brief history of Edward Zorn and Robert Roddick's services to Famous Players and announced their resignation and their replacements.

John Ferguson, who replaced Edward Zorn, was born in Glasgow and came to Canada with his parents at the age of two. He and his family settled in Winnipeg, where he has lived up to this time. He started in the film industry as a delivery boy with Perkins Electric, and worked for E-U, when George Law was Winnipeg Branch Manager. He became a projectionist at the Starland theatre and in 1939 went to work for Famous at the Tivoli theatre, Winnipeg. In 1942 he joined Dominion Sound as an engineer but came back to Famous

Players in 1945

Jim McDonough, former manager of the Tivoli, Hamilton, who has been appointed as Halifax District Supervisor, was born in Dublin and came to Canada at the age of 11, settling in King-

ston. He joined Ernie Smithers and Co. in 1930 as Treasurer of the three theatres owned by Smithers.

Since his advent into the film industry, he has been manager at the Capitol, Coburg; Royal, Woodstock; Grand and Palace, London; Royal and Palace, Guelph, opened the Grand in Galt and has been at the Tivoli, Hamilton for the past 8 years.



JAMES McDONOUGH



JOHN FERGUSON

Ray Presents

(Continued from Page 3)

ARD lamphouse providing a light source adequate to illuminate it.

"IT IS flexible in that for those theatres that are exceptionally wide and where the exhibitor desires to project through a variable prismatic expander lens such as the Tushinsky lens, Paramount will make squeeze prints available for use with lens in the aspect ratios of 1.85 to 1 or 2 to 1. This, of course, is in addition to the conventional standard prints which will be used by the vast majority of theatres.

"Furthermore, there is flexibility in the sound track on VistaVision films. It is Paramount's position that directional sound, especially for very wide screens and for use with particular types of pictures, is a decided plus factor in both picture enjoyment and as an added exploitation value.

"We believe that of all the systems to date, single track Perspecta Stereophonic Sound is simpler and less costly in every respect than the four track magnetic

sound and in all practical considerations that the results are approximately the same. We believe a better show will result.

"I WANT to make it perfectly clear that while we urge you to play our pictures with directional sound, you are under no obligation to do so. Starting with WHITE CHRISTMAS, our prints will be compatible so that they can be played either with directional 3-horn sound or with the conventional standard system with which your theatres are presently equipped.

"And last, but certainly not least, VistaVision is economical. The use of standard projection equipment—the non-necessity of special installations — make the element of economy self-evident. Every theatre which is equipped with a maximum size screen, a lens to fill that screen and standard booth equipment adequate to illuminate it, is a theatre which is already equipped to show VistaVision films without one cent of added expense.

"Just one more thought on the maintenance of your theatres. Mr. Zukor said in New York, and I repeat (Continued on Page 10)

You'll howl . . . when you see
David, playing his finest role
opposite 250,000 gorgeous women!

DAVID



NIVEN



**Funnier Than
"Moon is Blue"**



in the fabulous

THE LOVE LOTTERY



DAVID NIVEN • PEGGY CUMMINS
"THE MOON IS BLUE"

ANNE VERNON • HERBERT LOM

Color by Technicolor

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.

Ray Presents

(Continued from Page 8)

to you now, that all of the wonderful technical developments, the finest stories, the best casts, the most dazzling color, and the greatest production values in the motion picture will all be a waste and utterly meaningless if the customer who pays his money at the boxoffice is compelled to see the picture in an ill-kept house on an old and wrinkled screen, upon which the film is projected through poorly lighted, old fashioned and worn out equipment.

THIS is a great, great opportunity to further restimulate and sustain the renewed interest of the public in movie-going. This is a joint enterprise. We are doing our part, and you in turn must do yours. Let us together, therefore, capitalize on these great new innovations to our mutual benefit and carry the tradition of fine entertainment forward into every theatre—large and small—in this great country of yours and throughout the world.

"Of course, we all know that excellent projection alone will not do the trick. An interesting story—whether it be comedy, drama, adventure, or epic is still the all important thing. At our Studio, men are devoting all of their time in a constant search for story prop-

erties and casts with ingredients which will continue to make for high quality. This is the only thing the public will continue to pay for and which will fill your seats.

"Paramount will continue to do its utmost to bring you as many of this type of motion picture product as we possibly can.

"Dr. Charles Daily, our technical engineer from the Studio, will now present the demonstration."

Thank you, all my dear friends, who remembered me.

I am leaving the hospital in a few days, and feel much better. I cannot climb Mount Everest, but I can still stand on my feet.



U-I TO FILM LIFE OF BENNY GOODMAN

Benny Goodman, who can be as much at ease with his clarinet answering the baton of Arturo Toscanini as when improvising in a jam session, is going to have his life filmed by Universal-International.

The popular orchestra leader gave his approval after viewing the studio's production of "The Glenn Miller Story," a current hit with public and critics.

Negotiations to dramatize the story of the Chicago-born musician who learned to play the clarinet at a neighborhood synagogue school, were conducted over a period of months by Edward Muhl, the studio's production chief, and Charles Wick, Mr. Goodman's personal representative.

The screenplay will be written by Valentine Davies and produced by Aaron Rosenberg who collaborated on the Miller picture. A professional actor will be used to impersonate Mr. Goodman, but the "king of swing" will provide the clarinet solos and supervise the recording of the film's score. In the mid-thirties Mr. Goodman had his greatest band.

BOLSTAD PRESIDENT RESEARCH INSTITUTE

The election of R. W. Bolstad as president of the Citizens Research Institute of Canada was announced following a meeting of the Institute's national board. Mr. Bolstad takes over from John T. Bryden who has held the office for the past five years.

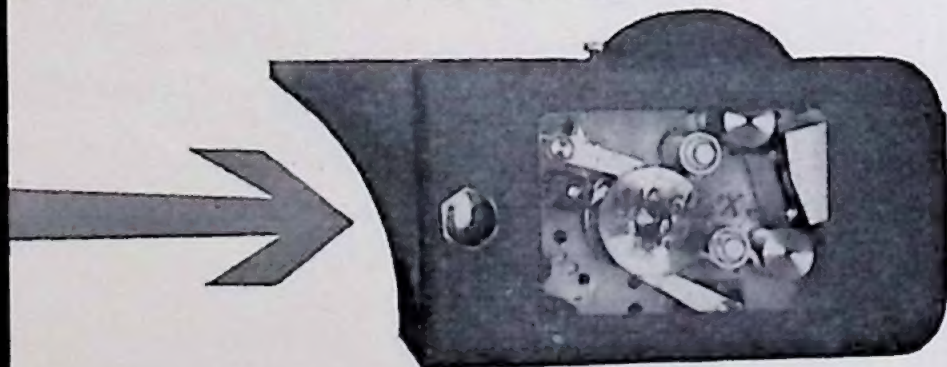
The Institute, which just recently celebrated its thirty-fifth anniversary, is a non-partisan, non-profit organization backed by some 650 members and subscribers in all parts of Canada. They support a continuing study of government—federal, provincial and municipal—by a qualified professional staff. The Institute collects, analyses and publishes facts about governmental operations coupled with suggestions intended to bring financial savings or improved performance. In addition it has undertaken numerous special surveys for municipalities and citizen groups from coast to coast.

Mr. Bolstad's association with the board of the Citizens Research Institute and a companion organization, the Bureau of Municipal Research, dates back to 1950. He has served successively as vice-president of each body and his promotion to the chief office of the Institute is therefore a natural development. He serves, as well, on the Toronto executive of the Canadian Red Cross Society and is a member of the taxation committee of the Toronto Board of Trade.

THE MALTA STORY

Ralph Conner, Odeon, Trail, had a click campaign on "The Malta Story" including terrific newspaper coverage, armed forces turnout, store windows and street bally. Theatre well trimmed with displays; candy bar dressed for the occasion. R.C.A.F. gave tremendous cooperation on this, and judging by a letter sent to Ralph, they were very happy over the whole deal.

WESTREX



"PENTHOUSE" REPRODUCER

Call it a 'penthouse', 'sandwich' or 'button-on' reproducer, the Westrex is the simplest and cheapest way to get stereophonic sound reproduction from a complete print. It can be used with any modern projector or soundhead. It is small and does not interfere with operation of projection equipment. Westrex is film-pulled and requires no special lubrication or maintenance. Write or ask for complete details.

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CAPITAL STORY

By BILL McLAUGHLIN

Little Jon Whiteley and Vincent Winter are being advertised by Clare Chamberlain, manager of the Glebe Cinema, as the most popular kids in town. The lads have caught the fancy of this town's movie-goers in the J. Arthur Rank pro-

duction, *The Kidnappers*, which is now in its sixth consecutive week. Another few weeks and this Old Country release will equal if not break the theatre's record for long runs now held by *Tight Little Island*.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
River Of No Return (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

SHEA'S
Hans Christian Andersen (RKO) Technicolor with Danny Kaye.

UNIVERSITY & EGLINTON
Beneath The 12 Mile Reef (20th-Fox) CinemaScope and Technicolor with Terry Moore.

NORTOWN
Elephant Walk (Para.) Technicolor with Elizabeth Taylor.

ODEON-CARLTON
New Faces (20th-Fox) CinemaScope and Technicolor with Eartha Kitt.

UPTOWN
Second week, *Yankee Pasha* (E-U) Technicolor with Jeff Chandler.

LOEW'S
Second week, *Executive Suite* (MGM) with William Holden.

TOWNE CINEMA
Ninth week, *The Living Desert* (RKO) Technicolor.

INTERNATIONAL CINEMA
Twelfth week, *Hobson's Choice* (IFD) with Charles Laughton.

DOWNTOWN
Gun Fury (Col.) Technicolor and Geraldine (E-U).

MONTREAL

PALACE
Second week, *Night People* (20th-Fox) CinemaScope and Technicolor with Gregory Peck.

LOEW'S
Elephant Walk (Para.) Technicolor with Elizabeth Taylor.

PRINCESS
Siege At Red River (20th-Fox) Technicolor with Van Johnson.

CAPITOL
Return To Paradise (UA) Technicolor with Gary Cooper.

IMPERIAL
The Boy From Oklahoma (WB) WarnerColor with Will Rogers, Jr.

ORPHEUM
Bait (Col.) and Mission Over Korea (Col.).

KENT
Seventh week, *The Kidnappers* (JARO) with Vincent Winter.

AVENUE
Third week, *The Maggie* (JARO) with Paul Douglas.

ALOUETTE
Violettes Imperiales.

WINNIPEG

CAPITOL
The Command (WB) CinemaScope and WarnerColor with Guy Madison.

LYCEUM
Alaska Seas (Para.) and Cease Fire (Para.).

VALOUR
Malta Story (JARO) with Alec Guinness.

MET
Quo Vadis (MGM) Technicolor with Robert Taylor.

ODEON
Fourth week, *The Kidnappers* (JARO) with Vincent Winter.

GARRICK
War Arrow (E-U) Technicolor with Jeff Chandler.

OSBOURNE
Third week, *Julius Caesar* (MGM) with an all-star cast.

CALGARY

CAPITOL
Elephant Walk (Para.) Technicolor with Elizabeth Taylor.

PALACE
Red Garters (Para.) Technicolor with Rosemary Clooney.

GRAND
Taza, Son of Cochise (E-U) Technicolor with Rock Hudson.

UPTOWN
The Kidnappers (JARO) with Vincent Winter.

STRAND
Riding Shotgun (WB) WarnerColor and World For Ransom (AA).

VANCOUVER

CAPITOL
Second week, *Rose Marie* (MGM) CinemaScope and Technicolor with Ann Blyth.

ORPHEUM
Rob Roy (RKO) Technicolor with Richard Todd.

STRAND
The Living Desert (RKO) Technicolor.

STUDIO
Fifth week, *Hobson's Choice* (IFD) with Charles Laughton.

VOGUE
Prince Valiant (20th-Fox) CinemaScope and Technicolor with James Mason.

PLAZA & PARK
It Should Happen To You (Col.) with Judy Holliday.

DUNBAR & FRASER
The Kidnappers (JARO) with Vincent Winter.

SAINT JOHN

PARAMOUNT
The Naked Jungle (Para.) Technicolor with Charlton Heston.

CAPITOL
Miss Robin Crusoe (20th-Fox) Color with George Nader.

STRAND
Prince Valiant (20th-Fox) CinemaScope and Technicolor with James Mason.

KENT
Paris Playboys (AA) and Hiawatha (AA) Color.

THE ODEON BIG SHOW

In the fourth week, of "The Odeon Big Show" competition, the top showman was *Ralph Bartlett* with a score of 98 points, winning a \$25 cash prize.

There has been a rash of CinemaScope pictures at the Capitol Theatre during the past several weeks. The Command has just concluded an engagement, *Hell and High Water* is the current attraction, with *Rose Marie* and others lined up for early showing. Prices have been reduced considerably since the first two CinemaScope productions, and this has helped no little to attract larger audiences.

Marlon Brando was the big drawing card on the screen during the past several weeks. The unpredictable actor was immense as Mark Anthony in *Julius Caesar* at the Little Elgin. In *The Wild One*, which played to big business for one week at both the Rideau and Imperial theatres, Brando showed movie-goers another side of his strange personality in his characterization of the leader of a California motorcycle gang.

Fireworks at the Auto-Sky Drive-In off the Prescott highway drew large numbers of auto-driving families over the Victoria Day holiday. The Star-Top, Eastview's open-air theatre, also took advantage of the seasonable weather to stage the first All-Night Show of the year.

The Francais, Elmdale, Somerset and Linden theatres continue to present amateur shows on Wednesday nights each week when the lucky number of the Foto-Nite prize offerings are drawn. Manager Casey Swedlove of the Linden presented one of his lady patrons with a cheque for \$1,750 and an order for \$1,000 worth of merchandise when she was picked as the lucky one last week. Total amount given out since the contest began last November in seven theatres amounts to \$13,550.

Julius Caesar bowed out at the Little Elgin after three excellent weeks at upped prices. Now showing is Walt Disney's amazing natural history feature production, *The Living Desert*.

Manager Jimmie Chalmers of the Odeon Theatre thinks that he might have done a lot better at the box-office with *Phantom of the Rue Morgue* if he had shown the Warner Brothers' chiller-diller in the third dimension. Even so, there was enough murder, spilling of red blood and other gory details to scare the pants off most movie fans without having that hairy ape making passes and jumping out of the screen into ones lap.

Don Robertson, formerly with Odeon in Ottawa, has become manager of the Fairlawn Theatre, North Toronto.

DIETZ ELECTED DIRECTOR

Howard Dietz, Vice-President in charge of Advertising, Publicity and Exploitation of Loew's, Incorporated, was elected a Director of the Company at a meeting of the Board held last Wednesday. Mr. Dietz succeeds William R. Rogers, who recently resigned.

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